

FOR IMMEDIATE RELEASE

50 Below, an ARI Company, Announces More Upgrades to Its Award-Winning Automotive Tire and Wheel Dealer Website Platform

Enhancements expand market leading offering to help Dealers Sell More Stuff!™

Milwaukee, Wis., July 22, 2013 – ARI Network Services (OTCBB: [ARIS](#)), a leading provider of website, software and data solutions that help dealers, distributors, and manufacturers Sell More Stuff!™, announced today that it has upgraded its award-winning [website platform](#) used by independent automotive tire and wheel dealers.

“This release further demonstrates our commitment to providing independent automotive tire and wheel dealers a website solution that will consistently generate traffic, quotes and sales,” said Roy W. Olivier, President and CEO of ARI. “This is a highly competitive market and, as a result, dealers need cost-effective, easy-to-use solutions that will help them differentiate their dealership from their competition and consistently generate more online and in-store sales,” added Olivier.

Highlights of the upgrade include:

New ARI-Powered User Tools Increase Service Department Revenue

Power User Tools now enable independent tire and wheel dealers to upsell additional products and services to buyers. When a consumer adds tire installation to the shopping cart, dealers now have the option to display additional services and add-ons at MSRP or special pricing.

Services Added to Instant Search Results Increase Quotes

The frequently-used Instant Search bar quickly displays a complete list of services available and takes buyers directly to the appropriate page for more information based on their selection.

Enhanced Tire Information Improves Consumer Shopping Experience

ARI has taken the mystery out of industry-standard tire codes, including speed rating and load index. Consumer-friendly descriptions make it easier for consumers to select the best tire or wheel for their vehicle.

About ARI

ARI Network Services, Inc. (“ARI”) creates award-winning software-as-a-service (“SaaS”) and data-as-a-service (“DaaS”) solutions that help more than 2,100 independent automotive tire and wheel dealers spanning over 3,400 retail locations Sell More Stuff!™ — online and in-store.

We remove the complexity of selling and servicing new and used inventory, parts, garments, and accessories (“PG&A”) for customers in select vertical markets, including the automotive tire and wheel, powersports, outdoor power equipment, marine, RV and appliance industries. A proprietary library of enriched, original equipment and aftermarket content powers our innovative products. More than

ARI

22,000 equipment dealers, 195 distributors and 140 manufacturers worldwide leverage our eCatalog and Website platforms to increase service revenue, online sales and generate leads. For more information on ARI, please visit the company's investor relations website at <http://www.investor.arinet.com/>.

Additional Information

- Follow @ARI_Net on Twitter: www.twitter.com/ARI_Net
- Become a fan of ARI on Facebook: www.facebook.com/ARINetwork
- Read more about ARI: www.investor.arinet.com/about-us

(Roy W. Olivier Photo: http://arinet.com/images/uploads/press_release_images/RoyWOlivier1.png)

(ARI Logo: http://arinet.com/images/uploads/press_release_images/NewLogoTransparency_Black.jpg)

(Product Screenshot: http://arinet.com/images/uploads/press_release_images/582_ProductImage_Tire.jpg)

Forward-Looking Statements

Certain statements in this news release contain "forward-looking statements" regarding future events and our future results that are subject to the safe harbors created under the Securities Act of 1933. All statements other than statements of historical facts are statements that could be deemed to be forward-looking statements. These statements are based on current expectations, estimates, forecasts, and projects about the markets in which we operate and the beliefs and assumptions of our management. Words such as "expects," "anticipates," "targets," "goals," "projects," "intends," "plans," "believes," "seeks," "estimates," "endeavors," "strives," "may," or variations of such words, and similar expressions are intended to identify such forward-looking statements. Readers are cautioned that these forward-looking statements are subject to a number of risks, uncertainties and assumptions that are difficult to predict, estimate or verify. Therefore, actual results may differ materially and adversely from those expressed in any forward-looking statements. Such risks and uncertainties include those factors described in Part 1A of the Company's annual report on Form 10-K for fiscal year ended July 31, 2012, filed with the Securities and Exchange Commission. Readers are cautioned not to place undue reliance on these forward-looking statements. The forward-looking statements are made only as of the date hereof, and the Company undertakes no obligation to publicly release the result of any revisions to these forward-looking statements. For more information, please refer to the Company's filings with the Securities and Exchange Commission.

For More Information, contact

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